

Agricultural America

60 Billion Dollars of Farm Wealth

This Vast Market Visualized

To grasp the magnitude of the farm wealth in America consider these facts: It is approximately three times larger than that of all the great manufacturing industries in the United States combined; three times larger than the resources of all the National Banks in the United States; and three times the total capitalization of all the railroads in the country. In other words, the agriculture wealth equals the combined values of all the manufacturing industries, the National Bank resources and the railroads.

Manufacturers and Jobbers

If your product can contribute to the profits of the farm, add to the comfort of the farm home, or increase the personal pleasure of those who live in the country, you have a great market which is easily and economically reached through the farm papers of America.

American farmers and their families have an intense buying desire. Intimate contact with town and city friends, greatly increased by the automobile, has stimulated their taste for all those things which enrich the lives of prosperous, intelligent people. Earnest educational work of the Farm Papers has also helped to create new and higher standards of living.

A visit to the Farm Paper Publishers' Conference and Exhibit will give you a fair conception of the farm market for your product.

Sales and Advertising Managers

American farmers are producing more than ever before. And this vast producing power is the basis of an equally vast buying power. A survey of 142 farm homes in a Middle Western community revealed that 44% had running water, 48% power washing machines, 50% furnaces, 40% refrigerators, 56% pianos, and 88% libraries exceeding 100 volumes.

You need not be so much afraid of your price as of your quality. Farmers and their wives, sons and daughters are today buying goods which a few years ago would have been offered only to a high-class city trade.

You should attend the Farm Paper Publishers' Conference and Exhibit and investigate the opportunities for increasing sales through farm trade.

Advertising Agencies

In order to best serve advertisers you must know the possibilities of every market. And in order to know the possibilities of the farm market you must keep posted on rapidly changing conditions.

A few years ago your client might have truthfully said that he did not have sufficient distribution to warrant an appeal to the farm trade. But good roads and the automobile now take the farmer to the already established centers of distribution so that the farm market can be supplied through present channels of trade.

Since this farm market represents over 50% of the buying power of the nation, do you think an expenditure of less than 10% of an advertising appropriation—the present average—is sufficient to reach this market?

Come to the Farm Paper Publishers' Conference and Exhibit and learn the advisability of going after the farm trade.

Everyone interested in the farm market is invited to attend the Farm Paper Publishers' Conference and Exhibit at the Hotel Commodore, January 13, 14 and 15, between 10:00 A. M. and 10:00 P. M. There is no admission fee. At a luncheon each day, between 12 and 2 o'clock, speakers of national prominence will discuss Agricultural America as a market for worthy products. Information obtainable at this Conference and Exhibit will well repay any Manufacturer, Jobber, Sales Manager, Advertising Manager or Agency Man for the time devoted to it. Be sure to attend. You can't afford to miss it.

FARM PAPER PUBLISHERS' CONFERENCE and EXHIBIT
Hotel Commodore, New York City, Jan. 13, 14, 15

